**User scenario**

**User Scenario: Purchasing Shoes on Nike.com**

**Emotion: Excitement and anticipation**

**Context**: Alexander, a 20-year-old ict student, has been eyeing a pair of Nike running shoes for weeks. He has done some research, read reviews, and finally decided to make the purchase.

**Goals:**

* Find and purchase the specific Nike running shoes he wants.
* Ensure the shoes are available in her size and preferred color.
* Take advantage of any ongoing promotions or discounts.
* Have a smooth and hassle-free shopping experience.

**Task**: Alexander's task is to navigate the Nike.com website, select the right pair of running shoes, add them to her cart, check for available discounts, and complete the purchase.

Steps:

* **Opening Nike.com:**
  + Alexander opens his web browser and navigates to Nike.com. he's welcomed by the Nike logo and a vibrant image of athletes in action, creating a sense of excitement.
* **Searching for the Shoes:**
  + Alexander uses the search bar to look for the specific running shoes he wants. He enters the model name and hits 'Search'. A list of options appears.
* **Selecting the Right Shoes:**
  + Alexander clicks on the desired shoe model to view more details. She carefully reviews the product description, features, and available colors.
* **Choosing Size and Color:**
  + He selects his shoe size and preferred color from the options available. A pop-up confirms the selection, assuring him that the shoes are in stock in his chosen specifications.
* **Adding to Cart:**
  + Alexander clicks 'Add to Cart' with a sense of accomplishment. A small notification confirms the addition, and the cart icon updates to show one item.
* **Checking for Discounts:**
  + Before proceeding, Alexander checks the website for any ongoing promotions or discounts. He clicks on the 'Promotions' tab and sees a 20% off offer for his selected shoes.
  + **Applying the Discount:**
  + Alexander applies the 20% discount code at checkout. The total price decreases, and he is happy about the savings.
* **Creating an Account:**
  + If he hasn't already, Alexander creates a Nike.com account to expedite the checkout process in the future. He enters his details and sets up a password.
* **Reviewing the Order:**
  + He reviews her order, ensuring the correct shoe model, size, color, and applied discount. Everything looks perfect.
* **Payment and Shipping:**
  + Alexander enters his payment information and shipping address. He selects standard shipping with a delivery estimate of 3-5 business days.
* **Order Confirmation:**
  + Upon successful payment, He receives an order confirmation email with all the details. His excitement peaks as he anticipates his new Nike shoes.

**Emotion (after completion):** Alexander feels a sense of accomplishment and satisfaction. He's excited about his upcoming purchase and can't wait to receive hir new Nike running shoes. The seamless shopping experience on Nike.com leaves him with a positive impression of the brand.